

## Update on fight against child labour project

Implementation of the model in the project areas:

Plan of action is continued with all Learning Centers to enhance the learning activities in the centers by introducing Teaching Learning Materials (TLM). These materials are encouraged to be locally made by teachers, students and village volunteers. Some examples of TLM introduced are:

- \* The game of ten sticks {explains concepts (numbers, place value, simple operations of addition, subtraction and multiplication). Enhances hand co-ordination/balance and concentration. Enhance strategic thinking and collective decision making}

- \* Game of Dice {recognizing different geometrical shapes, colors, words and their sounds. It enhances strategic thinking and collective decision making}

- \* Fake currency notes {understanding place value, simple operations of addition, subtraction and multiplication and counting from 1 to 100}

- \* Net and buttons {understanding

concepts of numbers and counting. Matching colors and also creating different designs}

A total of 13 parent- teacher meeting (PTM) were organized in the learning centers and 448 parents participated in these meetings.



PTM meeting in Labour Colony

{Jafrabad, Seelampur, Nangloi, Sangam Vihar, Daryaganj, Bhatti, Bahadurgarh, Mooradabad-Meena Gali, Mooradabad – Shiv Gali, Repura, Labor Colony, Nikaon}. Some feedbacks from parents during PTM: Project should focus on advocacy for new school in Bhatti region {Bhatti}

Apart from the above, three teachers training was organized in Literacy India – Neb Sarai and Bhatti Centres. All teachers in the centre participated in the training organized by

schooling this month. All learning centres are sensitizing community members for mainstreaming the children to formal schooling as the admissions in formal schools are starting in the next few months. Two Multi stakeholders meeting (local level) were organized in Meena Gali and Shiv Gali in Mooradabad. The topic of discussion were to identify resources for vocational training, enrolment of children to formal schools, procedures for aadhar cards, formalities to be completed for artisan cards. Six Vocational training were organized in Seelampur, Daryaganj, Bhatti, and Nebsarai Centers. The vocational trainings were on computer education, making of Jute Bags, and on personality development. A total of 127 youths got benefitted from this vocational training program.

Plans for March-April 2014 are:

- National Stakeholder Meeting to be organized in the last week of April 2014
- Supply chain mapping to be completed by the last week of March 2014



Left onwards: Youth Group meeting in Nangloi, Health Camp in Sangam Vihar, Multi Stakeholders Meeting in Moradabad

Literacy India resource persons. The training was a continuation of the series of training on effective methods of teaching. The teachers were trained to operate the computers and effectively run the software “GyanTantra” which is interactive educational software that helps the children learn and understand the subjects in an interactive way. Ten Youth group meetings were held in Seelampur, Nangloi, Daryaganj, Bhatti, Bahadurgarh, Meena Gali, Shiv Gali, Reipura, Labor Colony, Nikaon Centers. Five trainings were held on public provisioning in Bhatti, Neb Sarai, Bahadurgarh, Meena Gali, and Shiv Gali. The topic was to give information to community members on the process and documents required for availing Government Schemes. One health camps was organized this month and it benefitted 161 community members in Sangam Vihar project location. Nine workers were linked to health schemes. 119 workers were linked to artesian cards. Eight workers were linked to other government schemes. Thirteen children were mainstreamed to formal

## Welcome New Members..

**Kadam India, Kolkata, WB** is a voluntary organization dedicated to the holistic development of rural craft villages. Its mission is to protect the Indian heritage of Handicrafts. Website: [www.kadamindia.org](http://www.kadamindia.org)

**Grameen Vikas Evam Chetna Sansthan (GVCS), Barmer, Rajasthan** is a social welfare association which was founded for the upliftment of women, Dalits and marginalised communities in the region. GVCS has promoted handicrafts as a viable means of creating home –based employment that provides them with a steady source of income

Website: [www.graminsansthan.org](http://www.graminsansthan.org)

**Note:** All the information in the newsletter is taken from the members or extracted from their legitimate website and social networking sites. FTF-I will not take responsibility for any wrong information or references found in this issue.

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Dear Friends,

From March 2014 onwards, we have decided to devote a page to the FAIR TRADE INDIA brand in our newsletters. Our goal behind this step is to promote the FAIR TRADE INDIA brand and increase its visibility among the consumers at a larger level. Apart from that, it will also be helpful for other non FAIR TRADE INDIA brand members, to give them with a bird's eye view of what's happening under the umbrella brand flagship. This section will try to highlight the initiatives taken to promote the FAIR TRADE INDIA brand by the National Secretariat and its members. It will also contain news of activities and events of Fair Trade India branded shops and interesting articles/short write-up containing information and ideas you can use on day-to-day basis, in turn promoting your organisation and the FAIR TRADE INDIA brand.

### Creation of the 'FAIR TRADE INDIA' brand: Think Globally, Link regionally and Act locally

The FAIR TRADE INDIA brand was developed by FTF-I in the year 2010, under the ProSustain project, supported by European Commission, to reach the domestic market with Fair Trade products and for Fair Trade awareness and promotion in India. It provides a common identity to shops owned and operated by various Fair Trade organisations in India. In addition to this, the brand has initiated more business collaborations and mutual promotion of products between Fair Trade organisations. For consumers it provides more variety of products. It is the face of FTF-I under which the FTF-I member organisations are allowed to sell Fair Trade products to end customers, retail chains, corporates and institutions. Many Indian Fair Trade organisations are benefitting from the networking and product sourcing between FAIR TRADE INDIA Branded Shops. The brand was



developed to reach the domestic market with Fair Trade products.

At present thirty shops are associated with FAIR TRADE INDIA brand. More than 55 Fair Trade organisations are getting benefited from the networking and product sourcing between the FAIR TRADE INDIA branded shops.

FTF-I conducted a small survey in the month of Oct 2013 among the shops to know their experience of pre and post-branding of their

shops. Most of the shops expressed that they felt an increase of 25% approx in their sales post-branding. There was an increase in the annual sales turnover of Rs. 1 to 2 lakhs for three financial years -2010-2011, 2011-2012, and 2012-2013.



As an introductory feature, we bring you a short article on Using Facebook (FB) as a tool to promote your organisation and the FAIR TRADE INDIA Brand...

In this veneer of civilization, using social networking media, particularly Facebook, has become a regular and a mandatory communications tool for businesses to connect better with their market and consumers. Many of the FTF-I members also have their Facebook accounts and pages to update their faithful friends and customers with latest information. Whereas few of the members try to update their FB accounts and pages regularly on a daily basis, others are doing it over long gaps. But we feel that it is important to create content on a regular basis to reach to your fans and to stay in touch with them. This also helps in generating business inquiries and to get connected better with your fans, both domestically and internationally.

This article is especially, for those Fair Trade organisations that are not yet on Facebook

but would like to create their page on FB and be part of the large majority trying to promote Fair Trade domestically and globally.

First you need to understand that the great majority of your fans (people who have liked your page) will only come to your page once. That is the one time they hit the "LIKE button". It doesn't mean they won't continue to follow your stories and read your content; it's just that they won't come to your page to find it. Most of your fans will find your posts in their newsfeed/notifications. It is thus important to create content on a regular basis to reach your fans via their newsfeed. Keeping that in mind, what should you write about?

Understanding your audience is crucial to provide relevant content. As a Fair Trade producer's organization your fan base will most likely consist of Fair Trade consumers or adherents from all over the world, Western distributors and Fair Trade/NGO activists. You

could try to segment your audience into 2 or 3 different categories and roughly estimate the proportion each category represents. This would help you elaborate a ratio for your posts. Let's say 70% of your fans are Fair Trade consumers, 15% are distributors and the other 15% are NGO activists. A good posting strategy would be to write 3 posts that meet the consumers' interests, 1 that meets the distributor's interests and 1 you know the activists will relate to keep everyone happy.

In trying to do the above, you can also mention about the FAIR TRADE INDIA brand. You can include how the FAIR TRADE INDIA brand has helped to better connect your products with your consumers through your physical shops and online stores, as an added brand value to your already existing

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## Using Facebook (FB) as a tool to promote your organisation and the FAIR TRADE INDIA Brand

brand has helped to better connect your products with your consumers through your physical shops and online stores, as an added brand value to your already existing organisation's brand name. You can insert the FAIR TRADE INDIA brand logo when you post your pictures or invites and announcements. You can also provide a short description of the FAIR TRADE INDIA brand and about FTF-I when you talk about Fair Trade in your postings. In doing this, it will help in creating a greater visibility and reach of both the FAIR TRADE INDIA brand and your Fair Trade products.

Here is also a list of topics you could talk about that would probably be appreciated by all of your fans:

1# Speak about the artisans or the farmers who produce what you sell

Tell us about their everyday's life, their children, and their work. Post some pictures or videos of them along with a small description of who they are and what they do.

Let your audience know who's made the products they're buying.

2# Speak about your vision of Fair Trade

How is the movement perceived in your country? How do YOU perceive it? What do you think works well with the system and what

would you change? What do you do to make things better?

3# Speak about the benefits of Fair Trade on your community

One of the major concerns of Western consumers when they buy Fair Trade products is to know where their money goes. Use your Facebook page to bring answers to their concerns. Explain what social investments have been made, how you decided to use the Fair Trade premium, in other words what your company does to improve the livelihood of your community.

4# Speak about your organization

Of course you've already filled up all the basic information about your company in your page's info tab ... (if not, do it now). A good idea is to go one step further and give your fans more insights about your organization. Go ahead and create a photo album with pictures of your staff along with small job descriptions, share your organigram. Go even further and let several of your employees explain a typical day at work with a 2-minute-video. Tell us how it all started and what rough phases you went through. Describe how you see your company 5 years from now, what are the

major challenges you'll have to face?

5# Speak about your products

Remember a picture is worth a thousand words, post some quality pictures of your products along with product info and additional info on where consumers can buy these products. This is a great opportunity to tag or post a link to one of your partners/buyers. Make sure to get reciprocity though and ask for visibility on their wall in exchange. Write some product reviews; ask your audience's opinion on new product development with polls for example. Share some success stories, showcase your best sellers.

Though some of you are already doing it in your own creative ways, but we encourage those of you who have not yet joined this bandwagon. These are just some leads that you could follow to create relevant content for your page, I'm sure every one of you will come up with their own original way of communicating with their fans.

Thank you!!

- By Amy Mookerji

Courtesy: Fair Trade Connection  
(FairTradeconnection.org)



## News from FAIR TRADE INDIA shops...



### Sasha Shop, Kolkata



Sasha Shop, Kolkata held an exhibition- 'Kanthas of Bangladesh' from 12th-22nd Feb 2014, on a special collection of natural dyed sarees, stoles and dupattas. It was organised in association with ARANYA of Bangladesh. The exhibition displayed sarees in silk and Endi, textured with Kantha border, also pallav saris both in natural and chemical dye. There were also wax printed sarees with Kantha embroidery. sasha also displayed a collection of Natural dyed Kantha stoles.

Under the Fair Support project, Sasha also organized a workshop on Marketing Intervention with participant organizations in Eastern India at NIRJAFT, Kolkata. Mr. Rajat K. Gupta (consultant) conducted the workshop. The workshop was about developing Business plan, marketing plan & using digital media.



Scene from the Marketing Workshop

### Sadhna Shop, Udaipur



Sadhna is holding the Annual Clearance sale from 20th Feb to 31st March 2014 at its Udaipur shop. The sale period is experiencing a lot of foreign customers who are appreciating Sadhna's products very much.

## Celebrating 20 years-Keystone Foundation, Kotagiri



Keystone Foundation, Kotagiri celebrated its 20yrs of existence with its staff members and trustees. It was a two day program which consisted of interactive and evaluation sessions, talks by the local community people, cultural programs and get-together meals. The founding directors of the organisations took everyone down the memory lane by talking about its birth and spoke about the interesting future that it holds. This was followed by talks by N Sundaradevan, IAS (Retd), Dr. D.K Mishra, Prof. K.C Malhotra and Dr. Nicola Bradbear. The celebration not only helped to gain insight into the work which has been doing for the past twenty years, but also which will help in establishing a renewed vision for the future of Keystone Foundation.



## Livelihood Generation Workshop for women



With an underlying motive to inculcate livelihood skills in the women residents of Govind Nagar slums of Jaipur, SETU Society, Jaipur organized a one day training programme. Society's social worker Mr. L.R Kaushal along with trainer Ms Sonal Godhwani presided over the workshop. In the session, women learnt the art of making trendy fashion jewellery from recycled saree fabric ! In addition to jewelry, women also learnt to make colorful hair bands and rubber bands. Around 21 women participated in the workshop.

## Bedhwas Training Program by Sadhna



Sadhna, Udaipur began a support program for the Sikligar Samaj from Pratapnagar area (Rajasathan). It is a community where only men were allowed to work, be independent or earn a living for themselves. People from this community are mostly locksmiths. Living conditions here are very indigent. The place even lacks basic amenities like Proper drainage system, sufficient drinking water, family planning, education system, rather child marriages are quite prevalent here. Such a place definitely needed a helping hand for overall development and so Sadhna came forward to socially and economically empower women, and began the Bedhwas Training program in Feb'14. Sadhna has begun this Bedhwas training program with 30 women from Sikligar Samaj (community), to make them independent, become future artisans, great artists in their own ways and earn a living for their poor families.

## FAIR TRADE INDIA brand workshop organised by Calcutta Rescue, Kolkata



Netherlands is one of the pioneers of Fair Trade. Calcutta Rescue, Kolkata has been trying over the years to promote the FAIR TRADE INDIA brand in Netherlands. Few Dutch youth students visited Calcutta Rescue from Isendoorn College, Netherlands. In this way, they can go and spread the word of the FAIR TRADE INDIA brand in their country, in turn increasing the visibility and aiding in its promotion.

## Craft Development Training by AIM, Kolkata



AIM, Kolkata organised its 2nd phase of the Craft Development Training as an initiative to upgrade the craft skills of the tribal artisans and integrate design process in creating a brand with indigenous crafts.

AIM also began their new Livelihood Training Center for the Artisans of Birbhum District, at Bolpur town on 19th Feb 2014.

Here they are giving the skill up gradation training to the artisans on Batik, Tie-Dye, Block, Hand Embroidery & Bamboo. In the first phase, they will train 300 artisans and at the same time will give them a market linkage by regular production and direct selling through the outlet.

## Participation in Events/Exhibitions and Festivals

Kalaghoda Arts Festival 2014 was organized by the Kalaghoda Arts Association, from 1st to the 9th of February 2014, where artists, designers and organisations get a chance to exhibit their creations and put them up for sale in Mumbai. Four FTF-I members-Purkal Stree Shakti, Dehradun, The Ants, Bangalore, Last Forest, Kotagiri and Shop for Change, Mumbai participated in this event.



Stalls of Shop for Change, Mumbai and Purkals Stree Shakti, Dehradun at Kalaghoda Arts Festival 2014

According to the four participants, it was a great platform to showcase the products made by the producer groups of their organizations. All of them made a great sale and got fantastic responses and feedback by the festival attendees. This was also Purkal Stree Shakti's second time at the exhibition.



**Indian Handicrafts and Gifts Fair (IHGF) 2014**, was organised by Export Promotion Council for Handicrafts (EPCH) at India Export Mart, Greater Noida, Delhi NCR from 17th to 20th Feb 2014. Six FTF-I members- SIPA, Chennai, MESH, Delhi, Conserve India, Delhi, Noah's Ark, UP, Pushpanjali Fair Trade, Agra and Purkal Stree Shakti, Dehradun participated in this fair.

*"MESH took a stand at the Indian Handicrafts and Gifts Fair (IHGF) in February. We also put up a very small panel explaining in a sentence what we do and displaying WFTO logo. The logo attracted visitors who may have passed us by without it. Our focus products were eri silk hand spun scarves from Little Flower, kitchen, dining room and bedroom linen from two north Indian weaving suppliers and some new Christmas balls from Kashmir. The scarves attracted the most attention and interest especially as they are good for winter wear and the process to make them*



Ms. Jacky Bonney, Executive Secretary, MESH



Stalls of MESH, Delhi, Purkals Stree Shakti, Dehradun and Conserve India, Delhi and Noah's Ark, UP at IHGF 2014



*is non-violent. We did not secure any orders at the time of the fair but have several good export leads and one of the buyers has since visited MESH Delhi shop and purchased samples. Important for us was also finding a new domestic customer in Chennai, a city where MESH products are not presently represented. Our stand was close to SIPA's and the support and friendship of fellow Fair Trade friends was appreciated. We also met a new supplier working with women with disabilities in Anantapur, A.P. We have made our first order and hope to build up that relationship over time."* - Jacky Bonney



Maneet Kaur, Textile Designer, Purkal Stree Shakti Samiti

*"We were in such a huge international Fair for the very first time and so we learnt a lot through this experience. Unfortunately, our stalls were set up in the 3rd floor of the Expo Mart. Most buyers were not aware of this. Consequently, foot falls were few. The few buyers who came appreciated our products very much and one of them has shown a lot of interest. We are confident that we will definitely get orders soon."* - Maneet Kaur

Maya Organic, Bangalore was invited to participate at the **Orion Festival of Giving** organised by Bangalore Cares from 13th to 16th Feb 2014. They displayed their toys and their new range of home accessories. The response received from the visitors was very good.



Maya Organic's stall at the Orion Festival of Giving



### Upcoming Events...

**Green Mela in collaboration with Dastkar  
New Delhi-Sasha & Sadhna Shop  
20th-30th March**

**Exhibition-cum-Sale  
Udaipur- Sadhna Shop  
Till March end**

**Giftex Summer Show  
Nehru Centre (Worli) Mumbai-Shop For  
Change  
6th Mar'14-9th Mar'15**

## Participation in Events/Exhibitions and Festivals contd...



Nature Bazaar-Basant 2014 festival was organised by Dastkar, Delhi from 14th to 23rd Feb 2014. Agor dagra Afad, Assam, along with four other FTF-I members-Sasha, Sadhna, Arunim and Mahila Umang Samiti, who have their permanent shops at Nature Bazaar, participated in this event.



Sasha, Kolkata participated in the **Wine Festival** organised by the Earth Day Network where they displayed their collections of organic and natural products. The exhibition took place at Swissotel, Kolkata. They exhibited natural dyed Kantha stoles and dupattas from Bangladesh, Sasha's own natural dye collection, Kantha cushion covers, crochet shoes, soft toy hangings, cushions, handmade greeting cards and children books.



Art Illuminates Mankind (AIM), Kolkata developed their new website: [aimkarigarline.org](http://aimkarigarline.org)



## NMIMS, Mumbai students undergo internship with FTF-I

Three students from NMIMS, a business school in Mumbai, underwent a month long internship program with FTF-I. Aneesh Vijh and Rohan Mittal were posted at TARA projects, Delhi, where they studied their sustainable model for Children's Development Bank. Susheel Kumar was provided with a three fold assignment-1) Document study, exposure to different organisations (FTCI, Delhi and Conserve HRP, Gurgaon, Delhi NCR), business models, Fair Trade practices and organising a disaster management training, 2) Sifting through various Government schemes and initiatives to find pragmatic and probable options, 3) Deputation at Indian Handicrafts and Gifts Fair 2014 (HGF 2014) with SIPA, Chennai and providing assistance in their efforts. Through TARA, they got an understanding of child banking, and how it can be used to cultivate the habit of savings amongst children and the money can be used by them in the dire circumstances. How the child banking actually works and the positives of the model which can then be implemented elsewhere. They also got a chance to conduct and attend a



Disaster Management workshop which emphasized on various measures which are to be taken during a national disaster. They also got to attend the IHGF 2014 (International Handicrafts and Gifts Fair) at Greater Noida, Delhi NCR. which was an enriching experience for them. Their other key learnings were- 1)Awareness about Fair Trade in India is limited and needs more dissemination, 2)Fair trade is the only possible way to keep the ancient art alive in today's automated world, 3)Though Govt. has taken many initiatives but implementation is still off the mark, 4)Government must concentrate upon proper implementation of the schemes, 5)People working in unorganized sectors are most prone to harassment, hence they need more awareness regarding their rights and opportunities present outside their current occupation and 5) Organizations practicing Fair Trade are reluctant to take professional help, however certain jobs like designing and marketing should be dedicated to professional hiring.

# International Women's Day Celebrations...



MESH Delhi shop- 'Inspiring Change'-a demonstration of hand weaving with coffee & cake



Purkal Stree Shakti Samiti...fun, games and food :)

**Sadhna - A Women's Handicraft Enterprise celebrated Women's Day by inviting the Joint Director of ESI (Employees State Insurance), Mr. Darzi and Doctors from Kalpana Nursing Home, at Delwara (Rajasthan) who taught the artisans about ESI benefits, formalities involved and procedure to obtain the same...**



**SETU-a bridge to artisans conducts Training program for its women artisans**



**Revival, Reinvention and Return of Khadi**

In celebration of International Women's Day (8th March) we would like to focus on womentaking on pioneering work, women like Ms. Shailini Sheth Amin, founder of MoralFibre.

MoralFibre revived and reinvented Khadi, a beautiful handcrafted, low carbon and allergy free fabric. They have created work opportunities for over 3000 rural workers - mainly women.

Gyaan Yatra

MESH is delighted to invite you to...

**INSPIRING CHANGE**

A demonstration of hand weaving with coffee and cake To celebrate Women's Day 2014

On Saturday and Sunday 8<sup>th</sup> and 9<sup>th</sup> March 2014 From 2 p.m. to 9 p.m.

At MESH Shop No. 8 NTR Gardens, Necklace Road, Hyderabad

Empowering Employment To Serve The Handicapped Fair Trade

[www.mesh.org.in](http://www.mesh.org.in)

**WOMEN'S DAY GIVEAWAY**

ANSWER THESE Q FOR A CHANCE TO WIN IPHONE FOLDER OR TABLET FOLDER

Explain in less than 50 words why do you like to see more women entrepreneurs & To qualify for the participation, have you liked the Facebook page (it is mandatory)?

SEND YOUR ANSWERS TO THIS EMAIL ADDRESS CONSERVEINDIACONSERVEHRP-COMPETITIONS@YAHOO.IN

WATCH OUT, THE EMAIL DOMAIN IS - "YAHOO.IN"

DEADLINE- MARCH 6 ' 2014 - 11 PM

IT IS THE SOLE SPONSORSHIP OF...



**Creative Handicrafts workshop..**

**Creative handicrafts organised a gender sensitization workshop for the women from their cooperatives, which also included a documentary screening followed by a discussion and a quiz about women achievers...**



**JKSMS inaugurated Mamta Apna Ghar (A shelter home for girls) building**